Web Service Group
Kick-Off Meeting
February 4, 2002

Message to Invitees:

Thank you for your willingness to participate in the inaugural meeting of the Web Services Group on February 4, 2002, at the Utah Business Club – Devereaux Mansion from 6:30 pm until 9:00 pm. The Devereaux Mansion is located between the Delta Center and the Triad Center (between 300 West and 400 West and between South Temple and 100 South in Salt Lake City).

The Web Services Group is the organization supporting one of four Economic Ecosystems highlighted by Governor Leavitt and the Utah Technology Alliance as part of the *UTAH! Where Ideas Connect* branding campaign. The branding campaign was developed by the world renowned advertising group DSW Partners who also developed the highly successful *Intel Inside* brand. The initial steps of the branding campaign included development of the *UTAH!* logo, the launch of an advertising campaign featuring Utah's natural wonders linked to a Utah technology message, and the development of a Utah Technology Map that introduces the Economic Ecosystem concept and highlights technology achievements in Utah. The Map is being distributed by the Utah Technology Alliance throughout the country at receptions accompanying the Olympic Torch Run and at the Olympics as part of the State of Utah's efforts to leverage the Olympics into a permanent economic legacy for the State.

The purpose of the Web Services Group is to help Utah companies, organizations and government entities promote existing and future competencies in Web Services that are among the very best in the world. The Web Services Group will provide a vehicle to raise the visibility of the Web Services opportunities and experience in Utah to help establish Utah as a thought leader in Web Services going forward and to attract new business for participating companies. Operating under the overall umbrella of the Utah Technology Alliance and in conjunction with the Utah Information Technology Association, the Web Services Group will be the recipient of the benefits and exposure generated by the *Utah! Where Ideas Connect* branding campaign. The Web Services Group and will provide Governor Leavitt with successes and examples to highlight in his 1,000 Plan Presentations as he promotes Utah as a great place to do business.

The kick-off meeting of the Web Services Group is designed to accomplish the following objectives:

- Organize the Web Services Group and establish a direction and schedule
- Pre-view Governor Leavitt's technology and business development initiatives including the Utah Technology Alliance, the *Utah! Where Ideas Connect* branding campaign, and the Governor's 1,000 Day Plan to turn the Olympics into a permanent economic legacy for the State of Utah

- Discuss the Utah Technology Alliance's efforts to promote Utah's Economic Ecosystems through the Utah Technology Map and the related Web Site
- Help plan a major Web Services Conference in conjunction with the Utah Information Technology Association's annual conference in May 2002.
- Establish a schedule leading up to the Web Services Conference that will include a working meeting in March, a possible pre-view at Senator Bennett's Financial Services and Technology Conference in April, and preparation of a conference program in conjunction with the Utah Information Technology Association.

We are attaching a Draft Memorandum outlining the basic projects for the Web Services Group in the near term. We can expand upon and adjust the outline to meet our needs going forward. If you have questions, please feel free to contact us.

Co-Chairmen
Curt Allen   (801) 376-5251   curt.allen@agilix.com
Brent Israelsen   (801) 376-6166   brent@nxlight.com

Web Services Ecosystem
Kick-Off Events
2002

<u>Co-Chairs</u>:
Curt Allen
Brent Israelsen

<u>Web Services Concept</u>:

Launch the Web Services Ecosystem Group and begin our support for the Governor's
1,000 day campaign to Brand Utah.

Our initial project for the Web Services Group was to work with the Utah Technology
Alliance and DSW Partners to help define and develop the Utah Technology Map.

Our second project for the Web Services Group is to work with the Utah Technology
Alliance, UITA and DSW to help design and develop the Economic Ecosystems Web
Site with a particular emphasis on fleshing out the Web Services Group's section of the
Web Site.

Our third project for the Web Services Group is to work with the Utah Technology
Alliance and UITA to officially launch the Web Services Group and create a long-term
focus and vehicle for supporting the Governor's *"Utah! Where Ideas Connect"*
campaign. To do so, we propose the following Project.

<u>Web Services Project</u>:

Feb 4, 2002 (6:30 PM Utah Business Club) – Host a "by-invitation-only" kick-off dinner
with the Governor and the Utah Technology Alliance and UITA acting as co-hosts with
the Web Services Group to outline a demonstration project and a conference project that
will establish Utah as an early leader in Web Services and will result in an annual Web
Services Conference (perhaps as part of the annual UITA conference). Invite the top
players required to make this a world class event and leverage the Olympics to get the
attention of the top players. Make a personal pitch to the top players to become involved
in the demonstration project and the conference.

Mar 2002 – Continue with a working meeting to flesh out the demonstration project and
plan the conference for May 2002.

Apr 2002 – Unveil the Web Services Group, the demonstration project and the
conference at Senator Bennett's Financial Services and Technology Conference.

May 2002 – Hold the Web Services Conference in conjunction with the UITA conference
and invite Tim Berners-Lee as a key note speaker.